

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. IV.

NEW YORK, APRIL 29, 1891.

No. 17.

Every business house is not only familiar with its own

Personal Experience

but is interested in that of others in the same line. Twenty-two years of intimate intercourse with successful advertisers has given us a

Composite Experience

in almost every legitimate line of trade

It is a wise firm that profits by its own

Hits and Misses.

It is a wiser one that also makes of the Hits and Misses of others, the

Stepping Stones to Success.

We have cheapened the cost of Experience to many a successful advertiser. Can we be of service to *you*?

N. W. AYER & SON,
Newspaper Advertising Agents,
PHILADELPHIA.

TELL YOUR Advertising Agent

to accept for your account our Special Six Month Credit proposition to insert One Inch Display Three Months, during May, June, July or August, in the Fourteen Hundred Local Papers of the **ATLANTIC COAST LISTS**. By so doing you can communicate for thirteen successive weeks with fully one-sixth of the reading population of the United States outside of large cities, and the bill need not be paid till November 1st.

\$600

Will accomplish all this,
and your Advertising
Agent will make a
profit also.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1880.

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NEW YORK, APRIL 29, 1891.

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OPINIONS FROM LEADING ADVERTISERS.

With a view to ascertaining the opinions of some of the large advertisers concerning the organizing of an association of publishers, having for its sole purpose the guaranteeing of claims of circulation made by any member of the association, as outlined in an article appearing in *PRINTERS' INK* of December 24, and referred to in more recent numbers of this journal, Messrs. S. H. Moore & Co., publishers of the *Ladies' World*, have been interviewing a number of the "shining lights" in the advertising firmament, through the medium of Uncle Sam's mail. A few of the many replies received by them are herewith presented, and from the general tenor of these, as well as those which space prevents us from giving, it would appear that the general verdict is that such an association could be of great benefit to those who do the paying for space, if the plan could be carried out upon the lines suggested; but at the same time there is a lingering suspicion that it will be much nearer the millennium than now before any great number of publishers will be willing to make the clear showing of their circulation which would be required of members of the association.

From Proctor & Gamble.

I do not believe that there can be any difference of opinion among large advertisers as to the expediency and necessity for some method of determining what they are getting for their money.

When considering a rate for a given amount of space I always figure down to a price for 100 issues of the advertisement, and take this as a basis, though, of course, there are other considerations which enter into and make an advertisement in one journal more valuable than in another, or in one

position more valuable than in another. In arriving at the price for 100 issues of the advertisement I take the best information I can get as to the circulation of the journal in question, but this is little more than a guess, and undoubtedly it frequently occurs that we advertisers are swindled by managers unscrupulous enough to exaggerate their circulation. We are entitled to exact information on this point to the same degree that the buyer of a box of soap is entitled to know how many cakes or number of pounds are contained in a package, and deception as to circulation is as much of a swindle as cutting a pound bar of soap (so called) to weigh but 13 oz. If exact information could be obtained advertisers would be saved a large amount of that feeling of plunging in the dark, more or less of which is the sensation of all of us when engaging in a new and novel line of advertising. As to the details, they will have to be worked out by the "honest" managers of journals. The principal disadvantage will be in the fluctuation of circulation. These fluctuations mean nothing, and yet an advertising manager naturally and properly has a hesitation about saying that last month his journal ran 5,000 copies below the month before.

With increasing population and decrease of illiteracy, the tendency should be with all worthy magazines and newspapers, larger increased circulation, and while the plan of giving to the public accurate information as to circulation will possibly hasten the survival of the fittest, this is not undesirable to any except those immediately concerned.

H. W. BROWN.

From the Pond's Extract Co.

Advertising space is a commodity which is bought and sold in a very indefinite way. There is no other merchantable article occupying an important position in trade, an accurate

measure for which has not long since been found. The frolicsome gas meter is the butt of all the funny things which we can think of on this subject, yet no one really doubts it to be a synonym for truth compared to claimed circulation of newspapers.

The position assumed by some of the leading publications, that they will make no claim nor statement of circulation, is wholly wrong and indefensible. It is as if I were to order potatoes of my green grocer, and in reply to my inquiry as to how many my dollar will buy, he assures me that is something which I have no right to know or to inquire, but that he will send me a dollar's worth; but, I ask, "Is it a peck, a bushel or a barrel?" "That," he replies, "is our private business; it is something which you have no right to know; give me your dollar and I will send you some potatoes—in fact, what I regard as a dollar's worth." In the case of the grocer, the law says that if he claims to sell me a bushel he must deliver a bushel; to deliver less is fraud, and his measures must be officially sealed. But the periodical publisher may claim to sell me a certain amount of goods, may deliver but half the quantity, and I really never know whether he has delivered his goods or not, nor have I the means of finding out, or redress if I believe he has not.

We are, in common with all other advertisers, entirely in favor of any movement which will assist in obtaining an absolutely truthful statement of circulation which would, as it were, measure out to us, by an officially sealed measure, in an honest way the goods for which we contract and for which we pay. We think that the plan of your Mr. Dumars is, on the whole, a good one. Perhaps, on careful consideration, some improvement may be suggested in minor particulars. We are glad to see the matter agitated, and trust that some good may come of it.

E. O. STANLEY, Treas.

From Enoch Morgan's Sons Co.

I am naturally interested in all movements which guarantee the circulation of newspapers or magazines, yet I cannot fall in with your idea of an association of publishers to guarantee one another, because I consider it impracticable and in direct opposition to the natural customs of life and business. I

am aware that any objection raised by any publisher to any plan which tends to guarantee circulation is looked upon with suspicion, and I should therefore say, that in my own publication, the *National Grocer*, the case is too clear to need any indorsement. Every copy of our paper goes through the United States Mail, and we offer to every advertiser the clear proof of the post-office receipts before paying his bill. I would consider it more practical to secure the passage of a law, such as now regulates the banks and insurance companies, obliging them to declare their assets and surplus, because the general public necessarily deals with them on faith.

ARTEMAS WARD.

From the Imperial Granum Co.

I fear you will find it a waste of time to try to form an association such as you propose. It would be a great blessing if advertising could be paid for on the basis of quantity, but no matter what method is pursued the unscrupulous will be unscrupulous still, and really our intercourse with the press leads us to believe that papers are rather more anxious to keep knowledge of their circulation from one another than from the advertisers.

E. HEATON, Mgr.

From the California Fig Syrup Co.

While we think that all publications should state the truth in regard to circulation, yet we doubt if the plan you have suggested is practicable. It is an easy matter in this age of steam presses to circulate any number of publications, but the question still remains, How many read, and, reading, are convinced? Circulation is to be considered, but we consider the character of the publication of greater importance. By character we mean whether a publication has a mission to fulfill, "with charity towards all and malice towards none," and, having such a field, whether or not it has the ability to fill it. We are just as willing to contract with the right kind of a paper having 1,000 circulation as we are with one having 10,000 circulation, provided both are of equally good character and rates satisfactory, and we would be willing to pay more for a good medium with 1,000 circulation than we would for a worthless medium with 10,000.

R. E. QUEEN.

From Armour & Co.

We would be, generally speaking, in favor of any plan which would assure advertisers the actual circulation claimed and paid for.

It is also a matter of firm conviction with us that the rates for ordinary inside space charged by the ordinary largely circulated magazines at present, are altogether out of proportion to the service rendered. They have kept increasing circulation and increasing rates without proper regard to the fact that their advertising pages have also been greatly increased. Increased circulation certainly warrants increased rates for preferred space, whether the inside advertising pages are increased or not; but to the ordinary small advertiser, who takes his chances with the crowd, increase of circulation, when it is combined with a large increase in the number of advertisements, ought to mean, if anything, reduction in rates. We venture to suggest this as a fitting subject for discussion when your association is formed. R. I. WILSON.

From C. I. Hood & Co.

I am in receipt of your esteemed favor of the 8th inst., and in reply to the same would say I am very sorry not to have the time necessary to look into the matter which you referred to and give you a little clearer statement of my views than I am able to-day. Any step would be in the right direction which would enable advertisers to be more certain that they were securing the circulation which they suppose they are to receive when making contracts with the papers or magazines. I fear, however, you have undertaken a rather gigantic scheme. To make it successful it requires strict honesty on the part of each one entering into it. I fear it will be a hard thing to control. You have my best wishes for success if the matter is attempted.

WILLARD EVERETT.

From The Charles A. Vogeler Co.

We beg to acknowledge the receipt of your circular of 8th inst., with reference to a published scheme of co-operation among certain publishers to protect themselves and advertisers against false statements of circulation, and requesting an expression of opinion from us on the merits of the plan proposed.

While there can be but one opinion

as regards false statements of any kind, and while we, in common with other large advertisers, know full well to what extent unfair dealings impair the interests of both parties concerned, we are hardly prepared to enter upon an extended discussion of a subject of such grave importance.

We would, of course, welcome the day of true reform, when journals of all kinds combined would denounce fraud as fraud deserves to be denounced, but, until we see a broader light upon such a beginning, we beg to reserve a more general expression of our views. LOUIS A. SANDLASS.

From the Doliber-Goodale Co.

It has been said that there are three kinds of liars in the world, to wit: the fool liar, the malicious liar and the expert liar. The publishers to whom you refer undoubtedly belong to the latter class. They prefer to "lie on four months' time rather than tell the truth for cash." This has become such a notorious fact that we very rarely ask for "circulation" when interviewed by this class of publishers, as we feel it a duty we owe to humanity never to present temptations to our fellow-men, particularly when we know their peculiarities and weaknesses. When they voluntarily, and much to our regret, "guarantee a certain circulation," we try to appear credulous, and mentally thank God it is no worse, while we offer up a supplication for their forgiveness. In our opinion, nothing short of a special dispensation of Providence can convert or control them. However, your effort is commendable and has our hearty approval, as being likely to result in some good, and, I am certain, will receive the support and indorsement of advertisers.

WILLIAM PHELPS.

THE value of an advertisement is not merely in the space it occupies. A certain advertisement may be worth a few inches or a half a page, just as items varying in news value are given different allotments of space.—*Grand Rapids (Mich.) Herald*.

EVERY promise conveyed through an advertisement should be rigidly carried out, and, in addition, the utmost courtesy and painstaking extended to all. First impressions are all potent even in business.—*J. H. Cowperthwait*,

SAMUEL M. PETTENGILL.

Samuel M. Pettengill, for many years the best known newspaper advertising agent in the country, died from pleuro-pneumonia at his home, No. 324 Clinton avenue, Brooklyn, on Saturday evening, April 18. He was the fifth son of the Rev. Amos Pettengill, a noted New England Congregationalist, and was born at Naugatuck, Conn., in 1823. When sixteen years old he went to the office of the Bridgeport *Standard*, then run by his eldest brother, Amos A. Pettengill, and learned the printer's trade.

In 1848 he went into the office of Volney B. Palmer, the veteran advertising agent, of Boston. In February, 1849, he started a newspaper advertising agency of his own in Boston. He removed to New York three years later and established an office at No. 123 Nassau street. Soon after Mr. Ubert L. Pettengill took charge of the Boston business and remained there until his death in 1883, when the Boston branch was sold to a son of the last named.

From 1864 to 1873 Mr. Pettengill was in partnership with James H. Bates. In the latter year they separated, and a Philadelphia branch was established. Mr. Pettengill retired from business in 1886, selling out to Mr. Bates, his former partner, who now carries on business in the Potter Building. For many years Mr. Pettengill's agency was recognized as the largest in existence.

He was just and upright in his dealings, consistent in his actions and possessed the confidence and esteem of all with whom he came in contact. Retiring from active business, after accumulating a generous fortune, he still retained an interest in advertising matters, and was a frequent contributor to PRINTERS' INK.

His ability and ingenuity as an advertiser were widely known. He was also a charming writer. His reminiscences of the early history of the advertising business, published in PRINTERS' INK, are most interesting reading.

As a business man, his reputation was unswayed. As a companion he was genial and as a friend he was kind, sympathetic and true. In short, he was a good man, and will be remembered as such by every one who had the good fortune to know him well.

Mr. Pettengill's funeral was held at his former residence in Brooklyn on

the evening of Tuesday, April 21. He is buried at Greenwood.

Although it is but a comparatively short time since Mr. Pettengill retired from active business, it is evident that in the interim there has been a great change among advertisers. Many of those who were his largest customers are now no longer remembered as general advertisers, and most large advertisers of to-day will scarcely recall the fact that but a few years since Mr. Pettengill's name was the one best known in the advertising business.

 STRAY SHOTS.

By Artemas Ward.

When a man confesses before the whole world that his scribbles are "stray shots," is it not cruel to take "direct aim" at him? The shot comes from a woman, which makes it doubly annoying.

* * * * *

If I had gone into raptures over eyes of brown—of black, of blue—would it be fair to charge me with having "done for" all the girls with steel-grey orbs? I did not mention magazines in my creed; it was no catalogue of *all* my beliefs, but of a few salient ones.

* * * * *

Most periodicals depend on their advertising patronage for much of their revenue. The *plain newspaper* depends upon it most, and most justly, because its "wants," "sales," "new goods," "openings," "lost and founds," "personals"—even its "marriages and deaths"—are part of the daily news, although paid for by the line. This gives the advertising in the dailies additional interest and directness. It is the bustle of daily life, while the magazine is the art of life, and often the art of still life. Both valuable; but who shall say that the pictured "Peaches" (labeled on the Academy wall to identify them) are half as important as the rough harvesting in the peach orchard?

* * * * *

I have used the magazines—still use them, and hope to live long to continue their use. For some articles they are unequaled in effectiveness, but their advertising pages are many and the burial sometimes deep, except in cases like the *Century*, which establishes a virtual "exchange," in which all new things are classified. *Scribner's* recog-

nized the necessity of some relief, and introduced comic pictures. This idea has been widely copied, but many of the efforts are not bright enough to tempt the regular subscriber to visit that department again.

As for reading the magazines and not the papers, Miss Willard may "dig" at her sisters because of their indifference to newspapers in railway cars, but the point is weak. Women want to save their eyes, observe the scenery and look pretty in traveling. At home they read about the Mafia with all the diligence of an office life.

The best articles to advertise in the magazines are those which require a family consultation before a sale is effected — building plans, furnaces, household fixtures and matters appertaining to the lawn, garden and stable. Next come articles of woman's apparel. Fancy goods come next, and then many articles of infrequent use. Hecker's Buckwheat and H-O go better in the dailies, because their appeal is for immediate and yet daily use.

The gentle sarcasm which consigns the magazines to an early death if they lack the indorsement of the stray shooter, and the long train of mourners at the funeral which they are soon to follow, is very interesting. In truth, the commercial graveyards are full of advertisers who mistook magazine methods for the only methods, or concluded that failing in the magazines all hope was exhausted.

Magazines are national. Dailies are local. Note the long line of fools who, on a few thousands, rush into advertising to 62,000,000 of people. Their quart measure might fill two pint-cup cities to the brim, but does not wet the bottom of Uncle Sam's great hogsh-head!

I want to preach a sermon to writers of advertising. Be serious as far as possible; real humor is rare, and few matters of business will stand its touch. It is ridiculous in medical connections to use humor at all; would you crack jokes with a dying man, or jest with one who was in pain? Be frank; tell your story with earnestness and directness! Be true! All men may be liars, but the hatred of a liar is equally universal. It is easy to bring contempt

upon a business by overstating its merits! Be pure! A lewd man makes a poor artist. Purity of thought tends upwards; purity of language lends strength to the assertion. Do not attempt grand language; a man walking on stilts is seldom graceful. Simplicity of style made the tinker Bunyan famous. Big words work no wonders, but they often give measure of a little mind.

Would you have a model of style? Turn to your bibles! If you do not read them with religious reverence, at least read them as literary guides. Clear, terse Anglo-Saxon phrases, wasting no words, armed with directness of purpose, clipped of all vanities. The poetry of David, or of the prophets, as magnificent as the mountains that stood about Judea, and as clear as the skies overhead. A book of books indeed! Whether it be the sweet song of Mary, or the glowing anathema of Paul, the thought is clear, the treatment simple, and the Anglo-Saxon of our English version pure and forcible. A good pattern of composition which some of our advertising writers would do well to study, but never to paraphrase.

The sidewalk printing machine was used to announce "Sapolio" to an astonished public a dozen years ago. It lived a short and active life of one day. Indignant householders in all parts of the city sent word to the office that unless the signs were washed off their pavements, suits would be immediately brought. The indignation was so general that it would have cancelled any possible gain which could have been received from the publicity. Another form of the same idea was offered to me several years ago in London. A pair of boots, with rubber soles containing a self-inking arrangement, the word "Use" on the left foot and the word "Sapolio" on the right foot, so that in walking over the pavement or down board walks at a seaside resort the words "Use Sapolio" would be tracked the whole length of the town. The argument was that, whether there was a local act against such advertising or not, the disfigurer of the sidewalks could disappear by a morning train! A scandalous proposal!

"Byrrh!" I have seen it advertised prominently on the Boulevards of Paris

—in the French periodicals—everywhere. A splendid trade name, a fine phonetic effect, suggestive of *Beurre*, and as smooth as butter in its sound; like the burr, also, it sticks to the mind, and once seen is rarely forgotten. It stuck to me across two continents and the wide ocean; at last I determined to try it. Miserable, cloying, sweet; it did not redeem the promise of its name. A splendid name, bold advertising, every advantage of good fortune may be showered on an article which will not please the public. Perhaps "*Byrrh*" does please the public better than it pleased me, but, judging from my own impression, I saw, as in a vision, a million lost.

"WHICH IS RIGHT?"

By T. L. Chadwick.

To design and place advertising in the best way is called "*The Art of Advertising*." Experience has resulted in a general consent to some few particulars of this art—such, for example, as the necessity of a careful wording and display of the advertisement and the best papers to reach the class for which the advertisement is intended. Outside of these particulars no general rules for guidance have been agreed upon.

I once knew a book publishing house advertising for agents to say that the country papers paid them far better than the religious papers, as had been proved to their satisfaction after the insertion of a one-inch advertisement, one month, in papers of each class. The same day I was told by another house in the same business, which had made a similar experiment, that the religious papers paid well, but that nothing whatever came from the advertisement in country papers. Where, then, there is no generally accepted rule concerning the best course to pursue we can only reason from analogy, and decide according to the best information obtainable.

It is not positively agreed that a one-time advertisement of a patent medicine is the best. Starting from this point, the object of the advertiser is to make his preparation best known to the people whom he addresses and induce them to purchase it. Repetition in most things is common in every-day life. It begins with the child who, when its request is not at first granted, continues to ask, and by the continued asking in

many cases, perhaps a majority of them, obtains that for which it seeks. The lawyer who continually strives to impress upon the jury the fact that his client is innocent oftentimes by the mere repetition persuades it that this is a fact. The auctioneer, by his repeated "*going! going!*" induces a higher bid for his goods. The merchant who places a desirable article for sale in his shop window may invite the attention of passers-by, the first time they see it, without inducing them to buy. It is probable that by passing the store repeatedly and seeing the goods there each time the desire for possession is increased, and in course of time a purchase effected, while if the goods had been withdrawn after the first day, or the first inspection, the desire on the part of the would-be purchaser would have disappeared and no sale to him would have been made.

Now, if what has been said is true, it follows that repeated announcements will impress the value of an article, its use or necessity, more upon readers than a single one. If the proprietor of a patent medicine wished to introduce his goods in fifty country towns in New York State, each having a local paper of one thousand circulation, and were to advertise for six months in all of the papers at an average expenditure of \$10 per paper, he would each week during that time bring the attention of the readers of those papers to the name and the qualifications of his product in such a way that they would at least be familiar with it, and, if afflicted with any disease which they believed the medicine would cure, they would be likely to purchase; while if the same house could find one paper of fifty thousand circulation, all of it in the same towns, and were to place an advertisement costing \$500 one time in that paper, it would attract more attention at the time, but would be speedily forgotten, and in the course of one month or three months would probably never be thought of again. It would not impress upon the average reader the name of the goods for so long a time as the repetition of the advertisement for six months in the local paper.

In papers where the rate is the same for each insertion a single publication of a medical advertisement not followed up would have no lasting effect. I know of no patent medicine in the country the sale of which has been

made general in any such way. Where the large papers, charging the same rate each time, are used, frequent insertions are made in them by the most successful advertisers, by some every day in the dailies, notwithstanding the price; by others every other day, and occasionally one time a week. In a large advertising contract, amounting to some \$80,000, where insertions were made one time a week it was the judgment of the advertiser that one time a week insertions in dailies were not sufficiently frequent to produce the best results.

It appears, therefore, that more or less frequent insertions must be made, and it would seem to be the natural sequence that the more frequent the insertions the better the results which follow.

THE ADVERTISEMENT OF ADVERTISING.

By Clifton S. Wady.

There is an unsaid significance attaching to a reputation of being "a large advertiser." The fact that a person or firm advertises widely is, of itself, a first-class advertisement. How often we hear a person make some such remark as this: "I'm going up to Blank & Co's to make my purchases; I see their name everywhere; they must be enterprising people and have something good to offer at the right price." That is the impression created by the policy of liberal advertising.

Here is an application of the universal instinct to deal with things familiar. Our best neighbors are our old neighbors; our truest friends are old friends, and the people we allow ourselves to trust to the fullest extent are those with whom we are in daily contact. In truth we are strongly inclined to base confidence on familiarity.

Any one who will acknowledge this human tendency will admit the value of methods designed to keep a firm's name prominently and permanently before the public.

Now, while making this point—to keep before the eyes of buyers—I cannot refrain from adding a word of caution in the same connection, that I may not be understood to advocate the plan of standing on the old-time, alleged *dignity* of publishing simply the card. The only modern feature of this class of advertisement occurs in surrounding the advertisement or address with lib-

eral blank space, or the employment of the worm-eaten chestnut which appears in the following illustrative form:

This space belongs to
G. O. SLOW & CO.,
DEADWOOD AVE.,
(Opposite Cemetery.)

While advertising of this or any other kind is better than none, it is not the kind that "gets there," if I may be allowed this suggestive slang. It is too passive; and things passive stand a poor chance for front seats in the surging, energetic-elbowed, modern crowd.

What does this business card lack? Nearly every element of the *real* advertisement. It is not telling; it is not urgent; it is not original; it is not forceful; it is not assertive; it is not even a complete sentence!

"What should it read?"

Well, there is the text for a good strong sermon, addressed to the class of men here touched, and who are not realizing one-half the value yearly charged off to their advertising account.

Who will give us this article?

A LETTER FROM BARNUM.

Mr. John W. Hamilton has a peculiar letter from the late P. T. Barnum, in which the great showman advocates a policy diametrically opposite to that with which his name was ever associated in the public mind. "What I particularly admire," Barnum wrote, "is your refraining from bombast and exaggeration. The simple truth, told in a candid manner, is more effective in securing the permanent respect, confidence and approval of the public than hyperbole. The people are not fools, and will not patronize those who deceive them. Dr. Franklin was right when he said, 'Honesty is the best policy.' Let that be your watchword." —*New York Sun.*

THE way to make advertising pay is to treat customers in such fashion that a second visit will result. The first returns from an advertisement by no means pay expenses, but if the visitor is converted into a permanent customer, then it is that the value of this means of making known one's business becomes apparent. —*J. H. Cowperthwait.*

Correspondence.

HONESTY NOT AT A PREMIUM.

INDIANA MINERAL SPRINGS CO.,
INDIANA MINERAL SPRINGS, Ind.,
April 11, 1891.)

Editor of PRINTERS' INK:

It was a matter of great surprise for me to read the advertisement of Messrs. Geo. P. Rowell & Co., on page 451 in PRINTERS' INK of April 1, that they claimed to possess honesty as one of the "three essentials of advertising agencies."

I was under the impression that all the honesty qualifications (a quite common commodity in other lines of business) was owned and operated exclusively by their Philadelphia competitor, and I was lead up to this opinion by reason of the fact that the Philadelphia advertisement placers have made it so prominent a feature in their business-soliciting advertisements in PRINTERS' INK within the last few weeks.

Can it be that the Philadelphia concern claims that honesty is so rare a virtue among the advertising fraternity that it is necessary to keep poking it before the nose of a prospective customer in bold, black type? I do not notice that our Chicago banks, doing thirteen or fourteen millions of business per day, find that it is necessary to qualify their business relations to the community by advertising their honesty in so many words. It may be that it is such a rarity in Philadelphia that one is compelled to advertise *that they have got it*.

H. L. KRAMER,
Gen'l Manager.

A COINCIDENCE.

THE GANNETT & MORSE CONCERN,
Publishers of *Comfort*,
AUGUSTA, Me., April 19, 1891.)

Editor of PRINTERS' INK:

As I open my morning mail I find a check for \$375 and also that other valuable—the ever-welcome PRINTERS' INK.

Opening it to the center first, my eyes fall directly on the editorial comment of the Rowen & Taber jingle, and when I read as far as where you say "catching the eye is important" I remember the part played by the above-mentioned check and an advertisement I placed in PRINTERS' INK February 4, page 204, headed "Catching the Eye."

A few days thereafter we received a letter from a large advertiser (but one entirely unknown to us) asking for rates and referring directly to that advertisement in PRINTERS' INK of February 4. In a few days a telegraph order came from him to insert advertisement, electro of which would be sent from *Youth's Companion* office, and thus to-day's check is accounted for.

Now, here was a case where we can be positively sure that an advertisement worded after the same idea you advance not only caught the eye, as was intended it should, but furthermore convinced the mind that we had something that would pay any one to use who had a use for it.

We cannot, of course, say how many others were influenced by that one advertisement, but we thought possible you might derive some comfort from this one report as well as ourselves.

"Looking Backward" in this No. 15 of PRINTERS' INK, I find the article by Thomas Warwick, "The Class of Readers Addressed,"

especially in unison with my idea of the way advertisements should be gotten up for different mediums.

It is surely a great study to thoroughly master the art of advertising.

W. H. GANNETT.

MAGAZINE ADVERTISING.

NEW YORK, April 22, 1891.

Editor of PRINTERS' INK:

Mr. J. F. Place, in the current number of PRINTERS' INK, states that "*Harper's* was commenced in June, 1890; the magazine took no advertising except an occasional newspaper or publisher's announcement, until after it had been established over thirty years. During all this time the conservatism of *Harper's* looked upon this innovation with disdain and refused to open the door to the pages of their staid monthly to even the most respectable or liberal advertiser. It had already the prestige of twenty years' growth and prosperity before this interloper (*Century*) came upon the field to cheapen (as it was said) the standard of American magazine literature with its new ideas of money-making." Mr. Place is entirely wrong in this assertion—*Harper's Magazine* carried a great deal of miscellaneous advertising when I first knew anything of advertising (in 1868). I don't know how many years they had been inserting advertisements, but this is the fact.

Subsequently, somewhere about the years 1870 to 1873, the magazine threw out all advertising but their own—the alleged reason being that the space was more profitable to them for advertising their own books than to sell it to others.

The magazine then contained 144 pages and 16 pages of advertising. If another form was added it would increase the postage on their entire edition, their being no bulk postage (as I believe) in those days.

The price of last cover page in the olden time was \$1.500, which is \$250 more than the cost of the Brunswick, Ga., advertisement in December, 1888, which Mr. Place mentions as the biggest money paid for one insertion of an advertisement.

OLD TIMER.

A CONNECTICUT VIEW.

HARTFORD, Conn., April 22, 1891.

Editor of PRINTERS' INK:

I have been reading with much interest the discussion on "Continuous Advertising" in your columns, and would like to say that in my view the contestants are making a distinction where none exists. All seem to forget that "continuous" means continuously before a given man's eyes, and not of necessity continuously in a given paper. This is a most important point to bear in mind, because magazine and newspaper subscription lists largely duplicate, not to say sextuplicate or vigintuplicate each other, and one may secure all the benefits of continuous advertising while being the most transient of transients in any one medium.

This is, in fact, the only sane and profitable way in businesses which sell chiefly through agents, and sell articles in which one man or family is not likely to invest more than two or three times (pianos, insurance, harvesters, etc.), and where the advertising is only to diffuse a general familiarity with the goods through the public, and so smooth the agent's road. To advertise in *Harper's* in January, the *Century* in February, and *Scribner's* in March, is continuous advertising for

many great lines of goods. The people you want to hit have your "ad." incessantly before them *somewhere*. There is not really any contradiction: we all believe in continuous advertising.

F. M.

AN ASSOCIATION OF REFORMED NEWS-PAPER PUBLISHERS.

NATIONAL REFORM PRESS ASSOCIATION, {
WINFIELD, Kan., April 13, 1891. }

Messrs. Geo. P. Rowell & Co.:

The National Reform Press Association will soon hold a meeting at which we shall consider the propositions of advertising agencies. This association is of recent origin, and the secretary has not informed me of the number of the present membership, but before our meeting we expect to have enrolled about one hundred papers, and three hundred before snow falls.

If we see fit to turn our trade to one agency, we believe it can afford to give us a better rate than is usual with the agencies and pay us in cash, monthly.

Will it secure us better rates if the circulations are sworn to? Will it be necessary to classify into "sworn" and "publisher's statement"? What is the probable gain by all rendering sworn statements? What terms will your agency offer us as a basis of trade? Will you meet or correspond with a committee having power to contract from our association?

Any other information will be gratefully received.

C. VINCENT,

Chairman Executive Board.

A SUGGESTION FROM THE WEST.

THE GREAT DIVIDE, {
DENVER, CO., April 13, 1891. }

Editor of PRINTERS' INK:

In PRINTERS' INK of April 8th, on page 479, we notice a communication from John Brislin Walker. Referring to the same, the *Great Divide* indorses this opinion and wishes to be put on record that we are willing to make a substantial contribution towards this association, and would suggest that PRINTERS' INK be made the official organ, and that a page may be devoted each month (or whatever the case may be), giving the full particulars of the investigations of the association.

THE GREAT DIVIDE PUB. CO.

AN ADVERTISING ENTERTAINMENT.

From An Exchange.

A local engineer at Winchendon, Mass., says that there is 2,000 horse-power of water running to waste in that town. It is a pretty village, has a good hotel, the "Winchendon," and has a Methodist church to be proud of, under their auspices. They gave an "advertising entertainment" the night I slept in its quiet vale. If you don't know what an "advertising entertainment" is just listen: Every business man chaps in a dollar or so. All the best-looking girls in town (of course) are called upon to lend their aid. They are nicely costumed, and each one repeats "a verse of poetry," telling how cheap you can buy at Timothy Rollingsbottles. One miss, whose gown was covered with pill-boxes, hat trimmed with phials, said that the doctor she represented "gave a teaspoonful of medicine before meals, two teaspoonfuls after and a quart between." The young lady that represented a shoe dealer had her hat trimmed

with tiny shoes of different colors; the tinsmith's girl, with a tin cap "a la Dutch," also wore forty-seven tin strainers, etc., all over her beautiful figure. The young miss that represented a doll store was a doll by nature, dressed in baby-blue. Oh, yes, I enjoyed it all, until a knee-pant boy, standing back of me, said to a companion, "Yes, sir, she is a good looker, but that thing talking to her gives me a pain." The words of the lamented Artemus Ward to the youth who disturbed him in the theatre came to me, viz.: "Young man, do you know what I would do with you if you were my son? I'd appoint your funeral for to-morrow afternoon, and the corpse would be ready."

AN EYE TO BUSINESS.

From the Washington Post.

He had obtained a place in a real estate office, and was doing everything he could for the interests of his employers.

The other evening he was at a social gathering and was asked to sing. He responded with "Home, Sweet Home." His friends were a little surprised at the selection, but he was heartily applauded. Stepping forward he said:

"I am glad you liked the song. There is nothing like 'Home, Sweet Home,' and let me say that the company I represent are selling them on terms to suit yourself within twelve minutes' ride of the city. If you don't want to live there it's the chance of your life for an investment."

WANTS.

Advertisements under this head 50 cents a line

IF you need a New York City Lawyer, communicate with CLOUGH, Equitable B.T.d'g.

COMPETENT COMPOSITOR wishes a position. Good reference. "Miss B.," Box 34, Belvidere, Alle. Co., N. Y.

A LEADING newspaper in a leading city wants a good advertising man. May manage department, if qualified. "EXCELSIOR," PRINTERS' INK.

CANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publishers of PRINTERS' INK, 10 Spruce St., New York.

TO a party who can invest \$5,000 a rare opportunity is offered to secure an equal interest in a well established and prosperous Weekly Trade Journal in the leading Western city. The leading Industrial Journal of the Great West, North West and South West. Investigation is solicited. Address "N. E.," Box 1333, Denver, Colo.

EVERY ISSUE of PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for two dollars. As a rule, one insertion can be relied upon to do the business.

WANTED—AT ONCE—Assistant in the Advertising Department of a Proprietary Medicine House. Competent young man, of unquestioned character and integrity; experienced in placing and controlling general newspaper advertising, and thoroughly familiar with the details relating thereto. Must be prompt, accurate, a good correspondent, and in every way qualified to carry out explicit instructions. Promising position. To secure attention, applicant must name age, experience, reference, and salary expected. Address "EXPERIENCE," P. O. Box 672, New York.

HE KNEW ALL ABOUT IT.

From the Philadelphia Call.

"Ves, sir, I know all about the advertising business, and in experimenting with nearly every device in advertising that I have heard of, which by any combination I could apply to my business, I have spent probably over \$100,000." Thus spoke a gentleman who is a member of one of the largest retail establishments in Detroit. "And this money I have expended, probably, within the last twenty years."

"From such an experience my opinion now is that there is nothing equal to newspaper advertising. I don't believe in great space 'ads,' so much as in regular space 'ads.' I want my 'ad.' in every day or week always in the same place, so that finally it becomes identified with that page of the paper. I advertise in dailies, tri-weeklies, semi-weeklies and weeklies, but it has been more than five years since I have had an 'ad.' in any programme or especial scheme, patented or otherwise. They don't pay."—*Detroit Free Press.*

A WORD FOR THE SCISSORS.

From Frank Harrison's Shorthand Magazine.

Some people, ignorant of what good editing is, imagine the getting up of selected matter the easiest work in the world to do, whereas it is the nicest work done on a newspaper. If they see the editor with scissors in his hand they are sure to say: "Eh, that's the way you are getting up original matter, eh?" accompanying their new, witty question with an idiotic wink or smile. The facts are that the interest, the variety and the usefulness of a paper depend in no small degree upon the selected matter, and few men are capable for the position who would not themselves be able to write many of the articles they select. A sensible editor desires considerable select matter, because he knows that one mind cannot make so good a paper as five or six.

A BRIGHT JOURNALIST.

From the Australian Star.

Evening World Foreman (excitedly): Here's a go! Johnson, the murderer, has just been found innocent and the Governor has telegraphed a pardon. We've got the whole account of the hanging set up, with illustrations, and the form is on the press.

Editor (coolly)—Don't get excited, my boy. Just set over the account in large caps:

JOHNSON PARDONED!

BELOW IS A FULL ACCOUNT OF WHAT HE
ESCAPED.

A UNIQUE WANT.

From the New York World.

The New York woman who established a home for cats has a German rival, who advertises as follows: "Wanted, by a lady of quality, for adequate remuneration, a few well-behaved and respectably-dressed children to amuse a cat in delicate health two or three hours a day." Formerly it was the cats that amused the children.

THE PLEASANTEST OCCUPATION OF THE WEEK.

From the Agent's Guide.

The advertiser who does not read **PRINTERS' INK** from Ayer to Richardson does not know his business.

ELEVATING THE LABORING CLASS.

From the Chicago Tribune.

Mr. Dana's salary, as editor of the *New York Sun*, has been increased from \$25,000 to \$50,000 a year; that of his son Paul from \$150 a week to \$15,000 yearly; and a similar increase, from a like sum, was made for Chester Lord, the managing editor. Business Manager Laffan's stipend was increased to \$25,000 a year. The *Sun* is said to have made more money last year than in any other year of its existence.

MODEST MERIT.

The *Grand Traverse Herald*, published at Traverse City, Grand Traverse County, Mich., "claims to be the best country weekly newspaper in the United States; that is to say, in the world, and challenges the world to prove to the contrary."

FOR SALE.

Advertisements under this head 50 cents a line

INTEREST in paying newspaper. Address I Box 32, Knoxville, Tenn.

MINIATURE DYNAMOS for premiums, EMPIRE PUB. CO., 66 Duane St., N. Y.

200,000 Letters, for sale or to rent. "Farmer," Bay Shore, N. Y.

\$800. ONLY PAPER in "booming" town. Lots of adv. and job work. JOURNAL, Elkland, Pa.

WASHINGTON Hand Press for 7-column paper, \$100; Campbell County, \$1245; \$500; part cash. J. & F. B. Garrett, Syracuse, N. Y.

A WELL established Newspaper, Book and Job Office for sale. Location desirable, business good. For description and terms, address A. J. HERSHIRE, Iowa City, Iowa.

3,500,000 NAMES FOR SALE. Heads of families. Secured in 1890. Will sell names by States if preferred. Prices reasonable. Address T. ARTHUR JONES, care **PRINTERS' INK**.

FOR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F." care **PRINTERS' INK**.

TO A GOOD NEWSPAPER MAN, with \$2,500 in cash, a rare opportunity is offered to buy out an established Democratic daily and weekly newspaper. Can take half interest or the whole. Long time to make other payments. Address C. L. FROST, Rome, Ga.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it with two dollars, to the office of **PRINTERS' INK**. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

FOR SALE—at a bargain, in the prettiest town between New York and Boston, 35 miles from New York, on the Sound, an 8-column Newspaper and Job Office, established 17 years. Fully equipped and lately moved to new and excellent quarters. City growing magically. Address, "D," office **PRINTERS' INK**.

A PUBLISHING FIRM desires to sell a \$10,000 book and job parties at a bargain. They haven't the time to give it proper attention. Plenty of work and large outside patronage in book and job line. Parties who can do good work and have some ready cash are only solicited to investigate. Address "F. E. H.," care **PRINTERS' INK**.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 50c. a line.

A LLEN'S.

A GENTS' GUIDE.

20 TH CENTURY.

A LLEN'S MILLION.

N. Y. Argosy, 114,000 w.

A LLEN'S LISTS—Results.

F ARMERS' CALL, Quincy, Ill.

L EVEY'S INKS are the best. New York.

A GENTS' HERALD, Phila., Pa. 15th year. 80,000 monthly.

T HE GRAPHIC, Chicago, "the great Western illustrated weekly."

T HE GRAPHIC, Chicago—Most value at least cost to advertisers.

B RIGTH, clean and reliable is the SAN FRANCISCO BULLETIN.

L OUISVILLE COMMERCIAL pays better than any other Louisville Daily.

A COMPLETE Family Newspaper. SAN FRANCISCO CALL. Estab. 1853.

A GENTS' names \$1 to \$10 per 1,000. AGENTS' HERALD, Phila., Pa.

S AN FRANCISCO WEEKLY CALL and BULLETIN cover the Pacific Coast.

L ARGEST evening circulation in California—SAN FRANCISCO BULLETIN.

P ROSPEROUS, intelligent people reached by the SAN FRANCISCO BULLETIN.

M OST "Wants," most circulation, most adv's. SAN FRANCISCO CALL leads.

T HE ADVERTISERS' GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

H IGH grade, pure tone, honest circulation. None better. SAN FRANCISCO CALL.

55.063 D.; 57,742 S.; 22,846 W.; circulation SAN FRANCISCO CALL.

H IGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

P ATENTS for inventors; 40 page book free. W. T. FITZGERALD, 800 F St., Washington, D. C.

D AILY REPUBLICAN—Phoenixville, Pa.—Only daily, city of 9,000; proved circulation over 1,300 daily.

96 PLANS a year of city and country houses. Single part, 10 cts. 1 Year, \$1. Address THE BUILDER, N. Y. City.

Y OU can run a local illustrated paper at a PROFIT. Will tell you how. PICTORIAL WEEKLIES COMPANY, 28 West 23d St., N. Y.

T YPE Measures, nonpareil and agate, by mail to any address on receipt of three 2c. stamps. Address GEO. P. ROWELL & CO., New York.

T HE SIOUX CITY JOURNAL—only paper in Iowa published seven days a week. It has the largest daily circulation of any paper published in the State.

M EDICAL BRIEF (St. Louis) has the largest circulation of any medical journal in the world. Absolute proof of an excess of thirty thousand copies each issue.

P APER DEALERS.—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of PRINTERS' INK.

E MBOSSSED EFFECTS are trade catchers. Do you want a high-class novelty or catalog? Send for sketch. GRIFFITH, AXTELL & CADY CO., Designers and Embossers, Holyoke, Mass.

C OOLUMBUS, Ohio.—THE OHIO STATE JOURNAL, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

T HE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

T HE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

A TWO-LINE NOTICE in PRINTERS' INK, under heading of Special Notices, is brought to the attention of over 40,000 advertisers every week for a whole year for \$2; 3 lines will cost \$75; 4 lines, \$104; 5 lines, \$130; 6 lines, \$156; 7 lines, \$182; 8 lines, \$208.

XIII.—All things come of ideas—even the earth is the result of a Divine Being's idea. Is it a good one, think you? I furnish ideas for newspaper pictorial work. Address JAMES HANNERTY, care The Nat'l Builder, Adams Express Building, Chicago.

W HENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

T HIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 50 cents a line each issue for two lines or more.

T HERE IS NO BETTER EVIDENCE of the value and popularity of a newspaper as an advertising medium than that attested by its "Want" or transient advertising. In this, as well as in point of circulation, the HARTFORD TIMES stands at the head of the newspapers published in Connecticut. Estimates furnished. Try it.

N ORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country—the newspaper in each place that gives the advertiser the most for his money. On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

T HE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 30,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.

W HEN such leading advertisers as Starkey & Palen, Hood, Ayer, Scott & Bowne, W. L. Douglas, Beecham's Pills, Fears' Soap, J. S. Johnson & Co., Pozzoni, Pope Bicycle Co., Hawk-Eye Camera, Scoville & Adams, Anthony, Plymouth Rock Pants and Oliver Ditson Co., patronize THE ARGOSY, an average of over \$1,000 each, by the year and renew, is it not the best evidence of their appreciation of it as an advertising medium?



Let Us Reason Together.

Our business is to make yours succeed. Let us help you to place your advertising judiciously. To tell what you wish in a pithy advertisement carefully arranged and inserted at lowest possible rates.

Our aim and desire is to have you try our service and be convinced of the merits of our claim. Send us the amount you can expend for it, the territory to be covered, the points to bring out, and we will render you the Best Service possible for the money.

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

First Steps for Beginners

IN ADVERTISING.

CHAPTER I.

Some men succeed at advertising. More make a failure of it. But the beginner should not let this discourage him. It would be just as sensible for him not to go into business because statistics show that over 90 per cent. of business men fail at some time or other. If the advertising beginner will follow us through these short chapters, perhaps he will learn how not to fail.

CHAPTER III.

When you are equipped with a good advertisement you will want to know something about the selection of papers and the cost. We supply this information for a moderate fee. If you will let us know what territory you wish to cover, we will prepare an estimate naming the circulation of the best papers for you to use, and the amount we would recommend offering each one.

CHAPTER V.

The advertiser should understand that he can employ our services on any one of the above points and not be under any obligation to go further. He pays for just what he gets—no more, no less. When you think it over, doesn't this seem like a sensible, business-like plan?

—
FINIS.

CHAPTER II.

First, get started right. You need a good advertisement. Something "catchy," but not absurd; in short, something that will not only draw attention, but also draw customers. Preparing good, sensible advertisements is a part of our business. We command the brains and services of men whose thoughts are continually concentrated on advertising. Perhaps you would like to avail yourself of some of their ideas.

CHAPTER IV.

The next step is the placing of the contracts. This, too, we will undertake. We will place your advertising, attend to checking papers and all the other details. For this we will either charge a fair percentage or else place the advertising for an outright round sum to be fixed by agreement. Inexperienced men waste a great deal of money in placing their advertisements. We have been in the business for 25 years.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.
Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two dollars a year in advance; single copies Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 50 cents a line; \$100 a page; one-half page, \$50; one-fourth page, \$25. Twenty-five per cent. additional for special positions—when granted. First or Last Page, \$200. Special Notices, Wants or For Sale, two lines or more, 50 cents a line. Advertisers are recommended to furnish new copy for every issue. Advertisements must be handed in one week before the day of publication.

Until further notice the following discounts will be allowed for continued advertisements:

1 month.....	10 per cent.
3 months.....	20 " "
6 ".....	30 " "
1 year.....	40 " "

Advertisements may be changed weekly. The circulation of PRINTERS' INK since January 1, 1891, has been as follows:

January	7, copies printed.....	50,000
"	14, ".....	21,250
"	21, ".....	22,000
"	28, ".....	22,000
February	4, ".....	41,250
"	11, ".....	42,000
"	18, ".....	42,000
"	25, ".....	42,000
March	4, ".....	42,000
"	11, ".....	42,000
"	18, ".....	42,000
"	25, ".....	42,000
April	1, ".....	40,250
"	8, ".....	40,250
"	15, ".....	40,250
"	22, ".....	41,000

JOHN IRVING ROMER, EDITOR.

NEW YORK, APRIL 29, 1891.

A NEWSPAPER advertisement judiciously written, displayed, and if necessary neatly illustrated, appearing in a proper medium, will sometimes suffice to make success certain.

THE manufacturers of proprietary medicines in the United States seemingly owe a debt of gratitude to the *Pioneer Press*, of St. Paul—it being the only newspaper in the Northwest that worked earnestly and indefatigably to defeat the bill introduced in the Minnesota Legislature requiring the formula of every patent medicine sold in the State to be printed on the label of bottle or box.

THE best illustrated paper—a bank note.

HARRY FINCK, Chester, Pa., won the \$50 prize offered by S. C. Beckwith for the best illustrated display advertisement of the Philadelphia *Item*. It will appear in a later issue of PRINTERS' INK.

A CURIOUS innovation in newspaper advertising has made its appearance in Arkansas. The *Monroe County Sun* appears with a perfume advertisement of a local drug firm, the entire county edition of the paper being scented with the odor advertised. The publishers state that the extract was put on with an atomizer after the paper had been wet down. A half pound of extract will perfume 500 papers.

PASSENGERS on the elevated railroads of New York city, if looking out of the windows, are pretty sure to see the signs of "Stephens' Ink" displayed at the stations, although they are at the extreme end of the platforms, away from all other signs, and where one would be most unlikely to look for anything of the kind. They are always upon the boxes in which the coal for the use of the station is kept, and it is that very uniformity of position which makes them so noticeable.

THE publishers of the *American Cottage Home* offered \$175 in prizes to the advertising agents who should secure for them the most business before a certain date. They now announce the result of the competition as follows:

Chas. H. Fuller's Adv. Agency, Chicago,	Lines.
Ill.....	7407
The J. F. Phillips Adv. Co., New York City, N. Y.....	7,399
Stanley Day, New Market, N. J.....	994
Chas. V. La Vayea, Cleveland, Ohio.....	360
Nelson Chessman & Co., St. Louis, Mo.....	260
J. L. Stack & Co., St. Paul, Minn.....	248
J. Walter Thompson, New York City, N. Y.....	180
Geo. G. Powning, New Haven, Conn.....	108
Henry C. Newton, New York City, N. Y.....	78
S. H. Farvins' Sons, Cincinnati, Ohio.....	69
R. L. Watkins, Prospect, Ohio.....	62
The Humphrey Adv. Agency, Boston, Mass.....	60
Pratt & Co., Philadelphia, Pa.....	60
A. L. Pope, St. Louis, Mo.....	48
Irving M. Dewey, New York City, N. Y.....	36
Henry M. Rich, Baltimore, Md.....	18
Thomas H. Child, New York City, N. Y.....	17
Dauchy & Co., New York City, N. Y.....	2

COMPARATIVE RATES OF LEADING PAPERS.

An examination of the accompanying table cannot fail to interest any one who pays money for newspaper space. We have endeavored to show by this com-

for each 1,000 copies of its circulation. As this comparison shows, some papers charge nearly ten times more for the same service than others.

The circulation ratings are based upon the figures given in the 1891 edition of the American Newspaper Direc-

TOWN.	STATE.	PAPER.	Circulation		Price for 5 inches, 70 lines Agate or 60 lines Nonpareil.						Price per Thousand per Year, 5 inches.
			Directory Rating.	Estimated Figures.	1 Time.	1 Week.	1 Month.	3 Months.	6 Months.	12 Months.	
MONTGOMERY...	Ala...	Advertiser.....	G 1	5,300	\$5.00	\$17.50	\$47.50	\$98.00	\$150.00	\$322.00	\$48.46
PHENIX.....	Ariz...	Herald.....	K 2	800	3.00	4.25	10.00	30.00	50.00	90.00	112.50
LITTLE ROCK...	Ark...	Gazette.....	E 1	7,400	7.50	30.00	65.00	175.00	290.00	450.00	60.81
SAN FRANCISCO...	Cal...	Examiner.....	B 1	56,500	17.50	67.30	263.20	772.80	1,419.60	2,839.20	50.25
DENVER.....	Col...	Republican.....	E 1	15,000	9.00	54.00	90.00	250.00	450.00	900.00	60.00
HARTFORD.....	Conn.	Times.....	F 1	10,000	5.00	17.50	50.00	83.33	150.00	208.33	19.65
WILMINGTON.....	Del...	News.....	G 1	5,000	4.90	22.40	35.00	94.50	163.50	275.00	55.10
WASHINGTON.....	D. C.	Star.....	C 1	32,000	10.50	35.00	105.00	262.50	525.00	1,050.00	32.82
JACKSONVILLE...	Fla...	Times-Union.....	H 1	3,900	6.00	24.00	43.20	97.20	162.00	324.00	83.08
ATLANTA.....	Geo.	Constitution.....	E 1	15,200	7.00	42.00	182.00	436.80	728.00	1,456.00	95.79
BOISE CITY.....	Idaho	Statesman.....	K 1	600	15.00	30.00	60.00	100.00
CHICAGO.....	Ill...	News.....	A 2	213,000	24.50	147.00	573.30	1,433.25	2,548.00	4,586.40	21.53
MUSKOGEE.....	Ind 'n	Our Broth. In Red	J 2	1,600	2.25	2.25	5.50	11.00	20.00	33.00	20.62
INDIANAPOLIS.....	Ind...	News.....	D 1	21,000	8.40	35.70	118.30	327.00	603.00	1,092.00	32.00
DES MOINES.....	Iowa...	State Register.....	G 1	8,400	6.00	17.00	40.00	80.00	140.00	250.00	39.00
TOPEKA.....	Kan...	Capital.....	G 2	8,800	3.75	18.75	34.13	87.75	146.25	234.00	26.59
LOUISVILLE.....	Ky...	Courier-Journal.....	E 2	19,900	10.50	63.00	229.35	696.15	1,229.50	2,393.20	115.80
NEW ORLEANS.....	La...	Times-Democrat.....	E 1	16,000	10.50	42.00	105.00	269.25	567.00	945.00	59.06
LEWISTON.....	Me...	Journal.....	H 1	4,000	2.75	6.40	18.40	47.36	84.00	153.07	38.26
BALTIMORE.....	Md...	American.....	D 1	20,000	8.75	30.62	97.50	262.50	525.00	875.00	43.75
BOSTON.....	Mass.	Globe.....	A 1	140,000	14.00	84.00	364.00	1,092.00	2,184.00	4,368.00	31.20
DETROIT.....	Mich.	Free Press.....	C 1	28,000	8.40	50.40	174.72	426.64	655.20	1,310.40	46.80
ST. PAUL.....	Minn.	Pioneer Press.....	E 2	30,000	7.50	35.00	105.00	265.00	465.00	750.00	37.50
VICKSBURG.....	Miss.	Herald.....	I 1	2,300	7.75	21.00	36.00	80.00	136.00	224.00	101.80
ST. LOUIS.....	Mo...	Globe-Democrat.....	C 2	43,000	14.00	73.50	255.50	636.10	1,300.30	2,600.70	61.87
HELENA.....	Mon...	Journal.....	G 1	5,500	3.00	9.00	32.00	92.00	160.00	300.00	63.62
OMAHA.....	Nebr.	See.....	D 1	20,700	7.00	35.00	78.75	220.50	400.65	702.45	33.91
VIRGINIA CITY.....	Nev...	Chronicle.....	J 2	2,000	3.75	9.38	18.75	56.25	112.50	197.50	98.70
MANCHESTER.....	N. H.	Union.....	F 1	12,000	6.67	23.33	50.00	93.33	166.67	266.67	22.22
TRENTON.....	N. J.	State Gazette.....	H 1	3,500	2.70	9.45	26.00	46.20	70.90	97.20	26.31
SANTA FE.....	N. M.	New Mexican.....	K 1	750	9.00	26.00	43.00	70.00
NEW YORK.....	N. Y.	World.....	A 2	169,000	21.00	126.00	546.00	1,638.00	2,948.40	5,896.80	34.89
RALEIGH.....	N. C.	News & Observer	I 1	2,250	2.50	8.75	20.00	37.50	60.00	100.00	45.40
BISMARCK.....	N. D.	Tribune.....	J 1	1,100	4.50	10.10	22.50	49.25	73.00	130.00	118.10
CINCINNATI.....	Ohio.	Enquirer.....	C 1	37,000	14.00	84.00	364.00	1,092.00	2,184.00	4,368.00	118.05
GUTHRIE.....	Okla.	News.....	1,800	5.00	15.00	40.00	100.00	150.00	250.00	138.70
PORTLAND.....	Ore...	Oregonian.....	E 1	17,400	10.00	40.00	106.67	320.00	640.00	1,280.00	73.56
PHILADELPHIA.....	Pa...	Press.....	B 1	52,000	14.00	84.00	345.80	982.80	1,856.40	3,494.40	67.20
PROVIDENCE.....	R. I.	Journal.....	G 2	7,500	7.00	15.75	45.00	105.00	175.00	330.00	46.60
CHARLESTON.....	S. C.	News & Courier.....	G 2	7,500	6.00	26.40	72.00	165.00	300.00	480.00	64.00
SIOUX FALLS.....	S. D.	Press.....	I 2	2,500	2.75	11.00	22.00	38.00	57.00	80.00	32.00
NASHVILLE.....	Tenn.	American.....	G 2	7,600	5.00	26.25	69.00	108.00	159.00	234.00	30.75
DALLAS.....	Texas	News.....	G 2	9,000	9.00	33.60	84.00	246.24	492.48	984.96	109.33
SALT LAKE CITY.....	U. Ter	Tribune.....	G 1	6,800	7.00	35.00	75.00	160.00	250.00	400.00	58.20
BURLINGTON.....	Vt...	Free Press.....	H 1	3,200	4.00	12.00	28.00	50.00	72.00	100.00	31.20
RICHMOND.....	W. Va.	Dispatch.....	F 1	10,500	5.00	25.50	91.00	125.00	250.00	500.00	49.00
SEATTLE.....	Wash	Post Intelligencer.....	F 1	10,500	5.00	25.50	70.00	150.00	270.00	480.00	45.70
WHEELING.....	W. V.	Register.....	G 1	6,300	3.25	10.75	26.50	46.00	80.00	120.00	19.05
MILWAUKEE.....	Wis...	Wisconsin.....	E 1	16,400	7.00	25.00	70.00	160.00	300.00	600.00	36.58
CHEYENNE.....	Wyo.	Leader.....	K 1	700	3.00	6.50	13.00	26.00	48.00	85.00	121.40
VICTORIA.....	B. C.	Colonist.....	J 2	1,700	6.00	18.00	36.00	96.00	180.00	300.00	176.80
WINNIPEG.....	Manit.	Free Press.....	H 2	4,600	6.00	18.00	36.00	96.00	180.00	300.00	68.10
ST. JOHN.....	N. F.	Telegraph.....	H 2	4,900	5.00	11.25	30.00	75.00	125.00	200.00	40.80
ST. JOHNS.....	N. F.	Telegraph.....	H 1	3,500	2.50	5.50	13.00	41.00	80.00	138.00	45.15
REGINA.....	N. W. T.	Leader.....	J 1	1,100	5.00	5.00	18.00	45.00	75.00	120.00	109.09
HALIFAX.....	N. S.	Herald.....	I 2	8,000	5.00	10.00	27.50	57.50	85.00	150.00	50.00
TORONTO.....	Ont.	Globe.....	D 2	22,600	14.00	84.00	364.00	464.10	819.00	1,619.00	60.10
CHARLOTTETOWN.....	P. E. I.	Examiner.....	J 1	1,200	2.00	7.00	19.50	30.00	45.00	75.00	62.50
MONTREAL.....	Que.	Star.....	C 1	31,000	7.00	42.00	95.20	212.80	380.80	560.00	18.06

pilation the comparative cost of advertising in some of the leading daily newspapers. In the last column on the right hand side of this table are the prices charged for each paper for inserting a five-inch advertisement one year in every issue (six days a week)

The papers which have been selected are those comprised by Messrs. Geo. P. Rowell & Co's table entitled: "One newspaper in a State—the best one for an advertiser to use if he will use but one."

One of the objects of compiling this

table has been to enable readers of PRINTERS' INK—publishers as well as advertisers—to see clearly demonstrated the great difference in rates between leading mediums. Of course, circulation is not the only *desideratum*, but it is the most important as well as the only one which can be exactly measured.

Evidently advertising is not a business which can be handled blindly with success, and this table may be the means of pointing out to some advertisers a few of the difficulties which beset their paths.

ONE INSERTION NOT ENOUGH.

By W. W. Hallock.

An editorial in PRINTERS' INK, April 15, headed "Which is Right?" is calculated to attract the general attention of advertisers and those interested in the subject.

My opinion, as already partially expressed regarding "one-time" advertising, in PRINTERS' INK of November 26, 1890, and in a subsequent issue of a week or two later, is in harmony with the opinion of the member of the firm you quote as "No. 1," and decidedly against the beliefs entertained by him whom you denominate as "No. 2."

You say that "No. 1" asserts that a patent medicine advertiser, to produce the best results, should select good mediums and advertise all the year round in papers so selected, and that he further believes that 52 insertions in a paper having 1,000 readers will be worth more to an advertiser than one insertion in a paper of the same grade having 52,000 readers.

It is impossible, as I have stated in a previous communication, to lay down any set rule by which all advertising can be governed, or, I should say, by which all advertising may be made profitable; but, considering the fact that your editorial treats of patent medicine advertising, I confess there is no question in my mind as to the general soundness of the theory of "No. 1" and the utter absurdity of that of "No. 2," who says that "the first insertion of a patent medicine, or any other advertisement, is more valuable than any subsequent insertion," and that "the only argument in favor of long-continued advertising is the better rate gained thereby," and singularly enough, with wisdom, suggests that "an advertiser who seeks a paying in-

vestment for his money should select papers of the right character and cause his advertisements to be printed the *greatest number of times possible* for the amount of money at his command."

Why the greatest number of times possible, "No. 2"? You who favor *one-time* advertising surely should not advocate such contradictory measures.

"No. 2" believes one insertion of a patent medicine, or any other advertisement, in a paper having 52,000 readers is worth something more than 52 insertions in a paper having but 1,000 readers.

It is impossible to create a demand for a proprietary article with one insertion of an advertisement, no matter how good the advertisement, the article or the medium. It simply will not work.

It is not necessary that the same advertisement be repeated continually, but a repetition of the announcement in one form or another, by which the advertiser intends to make the general public conversant with his particular article, is most important. One insertion will not do this.

Take the following advertisement as an illustration, give it ample space for the most liberal display, arrange it artistically, make it so prominent that no reader of the paper can fail to see it at a glance, and *run it once* in all the papers of the world, if need be, and await the returns:

SOURS SUCCULENT SAPONACEOUS SWASH

Removes scum and tartar from the teeth, cleanses and beautifies the complexion, removes dandruff from the head, stimulates the pylaine in the saliva, removes hair from the liver, invigorates the stomach, and incidentally cures corns, coughs, colds, consumption, catarrh, cancer, cataract, croup and congestion; distends the diaphragm, dispels despondency, delays death; destroys dirt, dowses dysentery and leaves the mouth untouched. For sale by all druggists. Price 25 cents.

I venture to say the most noted result to the advertiser from one insertion of this advertisement would be the bills for its cost, and yet such an advertisement "ought to take."

But, seriously, I would like to ask "No. 2" if he really thinks that an advertisement of a new preparation having average merit, inserted once in all the best papers of this country, with the best possible display, would even in a small degree create a lasting, or at

least a satisfactory demand for the article.

Supposing that the advertisement was so remarkable in its character as to invite thousands of people to inquire of their druggists for it, what would be the result? Any permanent sale? Certainly not. The druggists would know nothing of the article, and if by chance any of them procured a stock of it the effect of the one-time advertisement would be lost before the goods could be placed upon their shelves.

A new preparation does not begin to impress itself upon the minds of the readers of newspapers until it has appeared before them over and over again. One-time advertising of that kind effects but a useless expenditure of money and results in general dissatisfaction except in instances where medicines have previously been thoroughly advertised and are almost universally known, a good demand established and the goods generally in the hands of dealers; then, and then only, can one-time special announcements be made desirable for proprietary articles.

This question, so far as medicines go, is not at all complex. It is perfectly simple; but when you come to consider the subject of general advertising in that light, there is no set argument that can be used either way. Every advertisement must be run in accordance with the peculiar nature of the article advertised, and the employment of good common sense will be found in this, as in all other things, of the utmost service.

LONG-TIME ADVERTISING.

By S. E. Leith.

In order to make advertising productive of satisfactory results, the advertiser must endeavor to bring the merits of his wares before the consumer at a time when he is really in need of the article advertised. The exact time at which a man is likely to become a purchaser is something that cannot be determined by one advertiser out of a hundred; there is, however, one and only one means by which to be sure of being on hand at the right time, and that is to be there at all times.

Scarcely any person will read an advertisement the first time he sees it with sufficient care to remember much about it, unless he is in some way interested in the article advertised; hence the fate of an advertisement that appears but once. It is glanced at, seen but

once, and then, with a very few exceptions, is comparatively forgotten; while an advertisement placed in each issue of a paper for a year is almost bound to impress itself upon each reader before it expires. Very few will see an advertisement fifty-two times without, unknowingly, becoming pretty familiar with its contents. Hundreds of reasons may be suggested why an advertisement may not be seen and heeded on its first appearance, but scarcely one can be found explaining why fifty-two insertions should not produce the desired effect.

Take, for instance, the advertisement of a cure for headache and insert it once in a paper having a circulation of 52,000. It is not fair to suppose that so large a number as 500 of those readers will be inflicted with a headache on that particular day, and thus be interested in a remedy for it. It is equally fair to suppose that not one of the 52,000 will see the end of the year without wishing more than once they knew of some cure for such an ailment. A person may meet a friend thus afflicted and remember having seen a cure advertised, but forgets just what it was and where it could be bought. If the advertisement appears but once, he has no means of finding out. If it appears every day he obtains the information very easily.

The more a man reads of a thing, if it be good, the more he becomes interested in it, and the more he becomes interested the more he is likely to purchase. He sees an advertisement announcing the great inducements offered by some foreign land company. At that time he may not care to invest, as his home investments are good; thus he pays little, if any, attention to the advertisement; but let that advertisement appear every week, he soon begins to think there must be something good there, or it would never pay to advertise it so extensively, and before long he finds himself looking for their announcements in each issue. Then when the time comes that through some unforeseen happening he is desirous of making other investments, he is fully acquainted with the advertiser, is pretty sure that were their methods of business not legitimate they would have been discovered and exposed before that time, and so becomes an investor.

While the advantages gained in the price of a yearly contract over a single

insertion contract may be a great inducement, still it cannot be stated that that is the only reason an advertiser has for placing a yearly contract. It is the desire of the advertiser to keep his goods continually before the consumer, so as to be sure of his being on hand when the article advertised is wanted, that leads to a long-time contract. Competition also has a great deal to do with it. The dealer who wishes to succeed has to be up with the times in advertising as well as other things. Supposing one house puts an advertisement in the paper daily, while another, in the same line, puts one in but once a month, which is most likely to finally secure the trade?

Is it at all likely that Hood, Ayer, S. S. S., or any of the other popular patent medicine companies would enjoy anything like the popularity they do if they advertised once every three months, or even once a month? What makes the public so familiar with these concerns is the fact that they are continually being brought before them almost day and night by some of their advertisements.

It would appear more profitable to cover a small portion of a State perfectly, by continuous insertions in the same medium for a reasonable length of time, than to attempt to cover the whole State in one day.

It takes a number of sermons to convince a congregation that religion is good for them, and it takes a number of advertising sermons to convince a community that the patent medicine or anything else is good.

PHOTOGRAPHIC VOUCHERS.

"Some of the big mercantile firms that rely largely upon liberal advertising for their patronage," said a big bill-poster, "go to great expense to attract attention. The cost of advertising with them is not limited to the mere payment of the newspapers, painters, bill-posters, and others who undertake to display their announcements; but there are a number of necessary expenses incidental to these, which are by no means small items in the total expenditure. Many employ men to originate striking forms of advertisements, and the demand for men of special genius in that direction is so great that very large salaries are offered them. Some of these firms, especially those who deal in patent medicines,

employ a man whose sole duty it is to see that the contracts for displaying before the public their advertisements are carried out as agreed. This man has to do a great deal of traveling.

"One of the forms of advertising, which is extensively indulged in by these firms, is the painting of signs on the fences and rocks along the lines of the railroads which enter this town. In making a contract with a bill-poster, who usually does this work, the firm specifies the style and size of the signs it wants and the places in which it wants them displayed. The bill-poster then sends out his men, presumably to fulfill the terms of the contract; but these men travel over hundreds of miles of territory, and the question arises, How can the firm be certain that its provisions have been properly carried out? It is impossible for the members of the firm to spend time in going over all these miles personally, and, as a result, they have to employ a man who can do it for them. This man can do little else.

"If the firm would rest content with his assurances his labor would be comparatively light, but one of the first principles of a big mercantile firm seems to be that, so far as possible, the assertions of an employee should be supported by material proof. It would, of course, be possible for the man who undertakes this work to defraud the firm by conspiring with the bill-poster, and, to prevent this possible collusion, a novel form of proof that the work has been properly done has been devised. The firm's agent follows in the footsteps of the bill-poster's workmen. He is provided with a camera, and he photographs every one of the firm signs. As each photograph takes in not only the sign but the surrounding scenery, the firm is, of course, convinced that the number of signs contracted for have been duly made, and also that they are in the places designated by it. These photographs are kept until the terms of the contract have expired, and frequently one firm will have a collection of thousands of photographs of a particular sign, in the background of which will be different kinds of scenery."—*New York Sun*.

MEN must be taught, as if you taught them not,
And things unknown, proposed as
things forgot.—*Pope*.

Talks with Advertisers.

No. V.

While we agree with all keen observers that newspaper advertising is the king of all other methods, occasionally we like to remember our business friends in some more substantial manner. The cut on this page shows a fac-simile reproduction—same size as original—of a little gift that we sent out recently to our customers.

Those who have seen it have been kind enough

to say very nice things about

it, and we know that in

the offices of some of

the largest ad-

vertisers - -



“THE KELLOGG ERASER”

forms one of the most valued features of the desk equipment. As we are receiving a good many applications for it from parties not known to us, we have decided to sell those left over at a nominal price. The erasers cost us 35 cents apiece at wholesale, and we now offer to send one to any address upon receipt of that sum.

To be sure, the eraser bears our own advertisement; but that does not interfere with its usefulness; and if it should be the means of leading you to try an advertisement in Kellogg's Lists, the eraser would indeed prove a good investment.

A. N. KELLOGG NEWSPAPER COMPANY,

368 & 370 DEARBORN ST., CHICAGO,
TRIBUNE BUILDING, NEW YORK.

A SWEEPING LAW.

Senator Saxton has evidently been enjoying the salubrious air in some sunny clime of the South where women wear their faces veiled, or he would never have introduced in the Senate his bill making it unlawful to expose for advertising purposes representations of the female figure, whether whole or partly nude. A little hand ungloved, Lydia Pinkham's womanly face, Lillie Langtry, Bernhardt and Fanny Davenport can no longer appear upon our bill boards, or in the columns of our newspapers, unveiled, or the law of the State of New York will pounce upon the theatrical or advertising managers, and great will be the penalty. The charming maid who has greeted us many a bright morning, through the latticed window thrown open wide, with "Good morning. Have you used Pears' Soap?" will be banished from our midst. Her well-formed arms Senator Saxton would glove with mittens of a sombre hue, and her bright smile he would encase in armor. The enticing face of Theo will no longer increase the sale of straight-cut cigarettes, nor will the blithesome child with her bare arms gently pluck the fruit which is to be transformed into syrup of figs. Fedora in tragedy and Erminie in burlesque can no longer on the fences appear in the costume of the four hundred at the Metropolitan Opera House should this bill become a law.

Perhaps the Senator really does not intend to circumscribe the advertiser so completely. If this be so his bill must be amended; but where will the distinguished ballot reformer draw the line where exposure is allowable and where it is not? Many a good law-maker would hesitate on such a problem as this, and the Senator from the Twenty-eighth should not make too hasty a decision lest he err either on the side of prudery or license. In the bosom of the Senate Judiciary Committee, however, the labyrinth may be explored with safety.—*Albany (N. Y.) Evening Journal.*

\$1.00 Portraits—Made to order from Photos. Cheapest newspaper cuts made. Send for proofs. CENTRAL PRESS ASSOCIATION, Columbus, O.

LEADING SUBURBS.

LITHOS IN DEPOTS or SIGNS ON FENCES opposite. Some fine World's Fair locations. 3-year contracts, if desired.
S. W. HOKE, 23 Dearborn St., Chicago.

PEOPLE'S RAILWAY GUIDE.

ALBANY, N. Y.

Treadwell's Furs, The Travelers, Dunning Boiler, Huylers, E. & W. Collars, Portland Star Match Co., Grand Union Hotel, and Jones of Binghamton have used it for years. Write for terms.

ILLUSTRATED

ADVERTISEMENTS,

THE WHOLE THING COMPLETE, Idea, Writing and Drawing. I make them for Pearlina, Dr. Pierce, Chicago Corset Co., and others.

F. CROSBY, 822 BROADWAY, N. Y.

LAND!

Companies and Individuals having land for sale, who may wish to advertise the same, at a moderate cost, and in a field not worked to death, will do well to correspond with me.

"It will pay you to write me."

B. L. CRANS, 10 Spruce St., New York.

Dodd's Advertising Agency, Boston.
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
LOW ESTIMATES.

YOUR PAINT ROOFS

WITH Dixon's Silica Graphite Paint.

Water will run from it pure and clean. It covers double the surface of any other paint, and will last four or five times longer. Equally useful for any iron work. Send for circulars. JOS. DIXON CRUCIBLE CO., Jersey City, N. J.

Do You Travel?

IF SO, the exact local railroad fares, distances and connections between all business towns throughout the U. S. and Canada, with populations, hotel rates, and number of firms engaged in the different lines of trade in each, cannot fail to be interesting to you. GIBB'S ROUTE AND REFERENCE BOOK gives this. Specimen pages sent free.

GIBB BROS. & MORAN, New York.

Books

New Issues every week Catalogue 132 pages free. Not sold by Dealers; prices too low. Buy of the Publisher, John B. Alden, 393 Pearl St., New York

Over-worked Newspaper Men,

advertisement writers, and all other men, as also women and children find

HIRES ROOT BEER

an admirable tonic. Pure, healthful, sparkling, and delightful. Quenches thirst, aids digestion, and a 25c. pkg. makes 5 Gallons

So cheap and so good. Sold everywhere.
THE C. E. HIRES CO., Philadelphia

WOOD ENGRAVING, PETRI & PELS

One-third of the population of the North-west is Scandinavian and can only be reached through papers published in their own language.

"It affords us great pleasure to say that J. L. Stack & Co.'s list of 60 weekly Scandinavian papers pays us fully 5 times as well as any other mediums we have found. Yours truly,

R. W. SEARS & CO., Chicago, Ill.
To reach Swedes and Norwegians, address
J. L. STACK & CO.,
Newspaper Advertising,
St. Paul, Minn.

FREE OF TAXES.

Three \$50,000 National Banks in good North Texas towns, organized by us, now net 12 to 22 per cent. *Free of taxes.* Beat big banks in cities. Rate higher, security better. Country fertile, crops good (cotton, wheat, corn), people prosperous. Local business men interested. Many New England stockholders. 23 years' residence in Texas. Another similar bank now organizing, stock par—\$50 and upward, sold. Circulars, statements, maps free. JOHN G. JAMES, PRES'T CITY NATIONAL BANK, Wichita Falls, Texas.

AUSTRALIAN. Before fixing up your advertising, we should like you to write to us for an estimate. We guarantee to save you money, for, being on the spot, we can do advertising cheaper than any other firm at a distance. All papers are filed at our bureau, and every appearance is checked by a system unparalleled for accuracy. On application we will prepare any scheme of advertising desired, and by return mail will send our estimate. We desire it to be understood that we are the Leading Advertising Firm in the Southern Hemisphere. Established over a quarter of a century. F. T. WIMBLE & CO., 369 to 373 George St., Sydney, Australia.

LARGEST Law Circulation in the World.
30,000 each week (magazines)
(See Rowell's Am. Newspaper Directory)

The National Reporter System

Furnishes Lawyer's Authorities, so must be read. **Not good** for all advertising.

A **Specialty** for much advertising.

Particulars and Rates at Eastern Office.
S. C. WILLIAMS, Mgr., 42 Tribune Bg., N.Y.

IF YOU ARE THINKING OF
Advertising in England,

we shall be pleased to correspond, to quote, or to advise. We already act for numbers of leading American firms. Shall we hear from you?

**SMITH'S
Advertising Agency,**

132 FLEET ST., E. C.,
LONDON, ENG.

"SUCCESSFUL ADVERTISING"
(11TH EDITION)

is the best guide to British advertising.

Sent prepaid for 50 cents.

A Thousand Newspapers a Day

ARE READ BY

The Press Clipping Bureau, Robert and Linn
Luce, 106 Milk St., Boston, Mass.

WHO FOR?

Business houses, that want earliest news of construction;
Supply houses, that want addresses of probable customers;
Sixty class and trade papers;
Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

**NOW
READY
FOR
1891**

**AMERICAN
NEWSPAPER
DIRECTORY**

Twenty-third Annual Volume

**2240 PAGES
PRICE \$5**

Sent to any address on receipt of
price, by

GEO. P. ROWELL & CO.

Publishers

10 Spruce St., N. Y.

What is **The Library of American Literature**

It will pay you to find out by writing to C. L. WEBSTER & CO.,
3 East 14th St., NEW YORK.

By E. C. STEEDMAN
and E. M. HUTCHINSON.

?

BEATTY Organs \$35 up. Catalogue FREE
Dan'l F. Beatty, Wash'ton, N.J.

ADVERTISING SPECIALIST.

Writes advertisements for newspapers,
Writes primers and trade circulars,
Writes little books on any business,
Furnishes advertising illustrations,
Prints primers, books and catalogues,
Gives advice about advertising.
Send 6c., in stamps, for my new book for
advertisers. **A. L. TEELE.**
55 W. 33rd St., New York City.



OVERMAN WHEEL CO., MAKERS,
CHICOPEE FALLS, MASS.

BOSTON WASHINGTON DENVER SAN FRANCISCO

A. G. SPALDING & BROS., Special Agents,
Chicago, New York and Philadelphia.

"Why Do You Advertise in Newspapers?"

What constitutes the ideal newspaper? Is it not the one that presents the news—the facts without wordy, tiresome, descriptions—in the most concise pleasing manner? Is it not a paper that will enable busy men to grasp the situation in the briefest possible time? Why do people read newspapers—to kill time or get the news? Wouldn't you rather advertise in a paper that is easily handled, and that scintillates with bright, brisk, breezy journalism, than an unwieldy blanket sheet? If so, you will find your ideal in

The Daily Continent,

16 PAGES DAILY.

32 PAGES SUNDAY.

It is a live paper. Energy and nerve characterize its management. Its size is unique, handy. The news is put briefly and graphically. Society, politics, local pride, National issues, sporting events—everything that appeals to warm blood is handled with vigor.

FRANK A. MUNSEY,
239 Broadway, New York.

Advertise

NOW

in

THE NEW YORK LEDGER.

"The merry month of May" is the time to plant advertisements in the Ledger soil.



We're Doing a Driving Business

In these cuts. Everybody wants them because they combine attractiveness with economy. Only fancy, having a neat cut, full newspaper column width, and a complete "ad" for your business sent with it, for \$1.50; \$5.00 per month. \$22.00 per year. No trouble to write your own "ads" now. We'll send the above cut, with reading matter for your business at above rate.

Watch the new ideas weekly.

O. J. GUDE & CO.,
General Advertisers,
113 Sixth Ave., New York.

DRAW YOUR OWN CONCLUSIONS



We have been established in business for many years, and own one of the best equipped

PRINTING & INK

factories in the country. Our inks are guaranteed to be satisfactory. If not as represented, they may be returned. Price List and Specimen Book sent on application.

W. D. WILSON PRINTING INK CO.
(LIMITED),
140 William St., New York.

 This paper is printed with Wilson's Ink.

I PROVE UP

I was well acquainted with the publisher. I made a contract for advertising in his paper. He guaranteed a large circulation and agreed to furnish proof. In due time the proof was asked for. The reply was an assertion of 125,000 circulation. He was again asked for proof, and his attention called to the fact that he had agreed to prove up. He mounted a "high horse," and replied, that if "Mr. Allen could not take his word for it he could take whatever other course he pleased." Six months later the account was settled, pro rata, on a basis of less than 50,000 circulation.

The above is simply a representative case; talking circulation and proving circulation are different things.

Allen's Million

is proved up every month. At any time I shall consider it a privilege to furnish any responsible advertising agent, or advertiser, any special proof that they may desire.

I guarantee my circulation. I PROVE my circulation. If less than ONE MILLION copies are issued in any month, I agree to make a discount, in exact proportion, to each advertiser.

Results to the advertiser, my only claim to patronage. Forms close the 15th of each month, prior to the date of the periodicals.

E. C. ALLEN,
Proprietor of Allen's Lists,
AUGUSTA, MAINE.

WHY?

The announcement now made that the line rate in the

VICKERY AND HILL LIST, Of Augusta, Maine,

papers is to be advanced July 1st, 1891, from \$3.00 to \$5.00, naturally causes the above question. The reasons are simple:

1. **GOOD STORIES**, that phenomenal monthly, is to be added to the present list of three papers.

2. Commencing with the August, 1891, edition, the combined circulation will be **ONE MILLION A MONTH.**

3. Even then the **LINE RATE** will be **LOWER** than the same quality and quantity circulation can be obtained elsewhere.

What You Can Do Now.

By sending before July 1st, you can place orders for another year at the present rates.

VICKERY AND HILL, AUGUSTA, MAINE.

ADVERTISERS! ARE YOU AWARE

how many families, of the well-to-do, purchasing classes, living within ten miles of all large cities, in the suburbs of large towns, in villages (as well as live farmers) keep a few hens?



They keep: "Poultry for Profit" and consequently

THEY ARE THE
PATRONS OF

The Farm-Poultry Monthly,
AND ARE A
BUYING PEOPLE.

Moral: Advertise in
Farm-Poultry.

For Rates and Sample Copy address
**FARM-POULTRY, 22 Custom House St.,
BOSTON, MASS.**

CAT' "COMFORT."



IF YOU HAVE A CAT-alogue of *any* nature that you wish to get to the people who make a business of sending for goods "*mailward*," you cannot reach a more buying class of customers than is represented in the TWO AND A HALF MILLION "COMFORT" reaches every month.

Customers do not come accidentally, but through earnest and persistent appeals on your part. COMFORT AND YOUR CAT' will certainly be found to be *great pullers*, for *Comfort alone* will always be found to come up to the *scratch*.

Space at the agencies or of THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE.

JUST ISSUED

and mailed to an extensive list of general advertisers in all parts of the country

OUR NEW CATALOGUE

covering 2,850 home print newspapers with 3,865,522 weekly circulation or an average of 1,368 copies per paper each issue. This catalogue

OF HOME PRINT WEEKLIES

we desire to place in the hands of every advertiser who ever used this class of papers or who could use to advantage the papers which reach the homes of the best people in town and country.

Any Advertiser who has failed to receive this catalogue within the past three weeks will favor us by sending his address on a postal card with request for one. It will be supplied by return mail free of charge.

NELSON CHESMAN & CO.

ESTABLISHED 1874 INCORPORATED 1896

Newspaper Advertising Agents

Business Office, 1127 Pine St., St. Louis, Mo.
Branch Office, 34 Beekman St., New York City.

Sunday School Times,
PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.

EXPERIENCE TEACHES

shrewd advertisers like you. But did you ever think of the tremendous family influence of Sunday school workers? Ministers and superintendents are always family people. The men and women teachers are either heads of families or active members of a family.

That over 156,000 such people have paid their money in advance for **The Sunday School Times** this year means that The Sunday School Times has power and influence to offer advertisers that is worth considering.

What would your experience teach you to do in making up your list if you have something to advertise that appeals to well-to-do families?

We will answer any proper question pertinent to the subject? Write to us.

One
Price
Advertising

Without Duplication
of Circulation

HOMER 14 BEST
JOURNALS WEEKLIES
Every Week
Over 265,000 Copies

Religious Press
Association
Phila



PROVED CIRCULATION
(RAGL. 1888)

DURING the past week we have added to our facilities another fine magazine web press, which has been under process of construction for several months, and another is already contracted for.

THE CAPACITY OF THE
SATURDAY BLADE
 AND THE
CHICAGO LEDGER
 IS NOW FULLY
500,000 PER WEEK,

which figure we confidently expect to reach within the next twelve months.

The **SATURDAY BLADE** now has the largest circulation of any weekly newspaper in America, and the **CHICAGO LEDGER** has the largest circulation of any story paper published west of New York.

CIRCULATION PROVEN EVERY WEEK.

ADVERTISING RATES.

THE SATURDAY BLADE ,	- - -	\$1.00 per Line.
THE CHICAGO LEDGER ,	- - -	.50 per Line.

Address any responsible Agency, or the publisher,

W. D. BOYCE,

116 AND 118 DEARBORN ST., CHICAGO, ILL.

A Drop of Ink



Will make Millions think

If you will put it in the right papers, such, for instance, as the

BIRMINGHAM AGE-HERALD

Birmingham has increased in population from 500 people in 1872 to a population of 45,000 in 1891, and the AGE-HERALD has kept pace with the wonderful growth and development.

CIRCULATION.

DAILY, 7,500.

SUNDAY, 10,000.

WEEKLY, 25,000.

NO FICTION, BUT A FEW FACTS ABOUT BIRMINGHAM.

Population, with Suburbs, 80,000.
Railroads, 9.
Volume of Trade, \$60,000,000 annually.
Employed in Factories and Furnaces, 15,000 men.
Monthly Pay Roll, \$1,500,000.
Pig Iron Capacity, 3,000 tons a day.

Output of Ore, 5,000 tons a day.
Output of Limestone, 3,000 tons a day.
Furnaces in Operation, 27.
Number of Post-offices in Alabama, 1,750.
Number of Post-offices in Alabama reached by the WEEKLY AGE-HERALD, 1,600.

S. C. BECKWITH, SOLE AGENT
FOREIGN ADVERTISING,
509 THE BOOKERY, 48 TRIBUNE BUILDING,
CHICAGO. NEW YORK.

If You Desire

to bring your publication before
the Principals of all the

SCHOOLS, COLLEGES AND SEMINARIES

of the United States, as well as the County Superintendents, you should place your announcements in the May 13th issue of PRINTERS' INK. This issue will be sent to all the names of Schools, Principals and County Superintendents catalogued in the American College and Public School Directory for 1891.

The Principals of many of these Schools and Colleges find in newspaper advertising the best and cheapest means of informing the public of the advantages of their respective establishments. This class of advertising generally commences during the month of May—and this special issue of PRINTERS' INK will reach these advertisers about the time when they are deciding which mediums to use.

GEO. F. ROWELL & CO.,

PUBLISHERS,

10 SPRUCE ST., N. Y.

VILLAGE NEWSPAPERS

||| A COMBINATION |||
OF LITTLE MORE THAN

7000 WEEKLY NEWSPAPERS

in which we can insert an advertisement, like the one here printed, one week for \$2,000. This price includes the cost of preparing the advertisement and making and forwarding the electrotypes needed. These papers are distributed throughout the States of the Union as indicated below. The number of papers printed in each State is set down opposite the name of the State.

Malaria
Biliousness
Sick Headache

CURED BY

20
BILE
BEANS
(Large)
25c.



40
BILE
BEANS
(Small)
25c.

SMITH'S
BILE
BEANS

They expel poisonous bile from the system, thereby curing bilious attacks, constipation, headache, malaria, dysentery, and all stomach and liver disorders.

Sugar Coated and Pleasant to take
SOLD BY ALL DRUGGISTS.
J. F. SMITH & CO.,
255 and 257 Greenwich St., NEW YORK.

	PAPERS.
In MAINE.....	14
" NEW HAMPSHIRE.....	28
" VERMONT.....	26
" MASSACHUSETTS.....	94
" CONNECTICUT.....	41
" RHODE ISLAND.....	15
" NEW YORK.....	235
" NEW JERSEY.....	62
" PENNSYLVANIA.....	282
" DELAWARE.....	9
" MARYLAND.....	28
" DISTRICT OF COLUMBIA.....	3
" VIRGINIA.....	75
" WEST VIRGINIA.....	68
" NORTH CAROLINA.....	68
" SOUTH CAROLINA.....	43
" GEORGIA.....	115
" FLORIDA.....	21
" ALABAMA.....	130
" MISSISSIPPI.....	90
" LOUISIANA.....	48
" TENNESSEE.....	107
" OHIO.....	379
" TEXAS.....	322
" INDIANA.....	312
" MICHIGAN.....	370
" ARKANSAS.....	119
" KENTUCKY.....	83
" ILLINOIS.....	635
" IOWA.....	501
" WISCONSIN.....	285
" NEBRASKA.....	427
" MISSOURI.....	408
" WYOMING TERRITORY.....	15
" COLORADO.....	128
" KANSAS.....	510
" IDAHO.....	20
" NEW MEXICO.....	6
" INDIAN TERRITORY.....	16
" MINNESOTA.....	229
" NORTH DAKOTA.....	92
" SOUTH DAKOTA.....	189
" MONTANA.....	8
" UTAH.....	3
" ARIZONA.....	3
" OKLAHOMA.....	21
" CALIFORNIA.....	75
" OREGON.....	41
" WASHINGTON.....	68
" CANADA.....	174

If any one wants a catalogue of all these papers, he should examine the American Newspaper Directory, and note the country weeklies which have circulation ratings from L 2 to H 1; that is from 250 to 3,000 copies. He will find about 14,000 such papers. The list of 7,000 here referred to includes about an even half of them all, and among those so included are a great many of the best.

For any information about advertising, address

GEO. P. ROWELL & Co., Newspaper Advertising Bureau,
10 Spruce Street, New York.

We Know it.

ADV. DEPT.

GEORGE STINSON & CO.,
PUBLISHERS.

PORTLAND, Me., April 13, 1891.

MESS. GEO. P. ROWELL & CO.,

New York.

GENTLEMEN : We desire a copy of your Newspaper Directory, 1891 edition, and will thank you to send it to our address as soon as you find it convenient so to do.

There is but **one** Newspaper Directory.


Yours truly,

GEO. STINSON & CO.

THE 1891 EDITION
OF THE
AMERICAN NEWSPAPER DIRECTORY
IS NOW READY.

PRICE, FIVE DOLLARS.

GEO. P. ROWELL & CO., PUBLISHERS,
10 Spruce St., N. Y.



\$1,000 DINNER

TO "THE BOYS."

THE AVERAGE

DAILY BONA FIDE CIRCULATION

OF THE

Buffalo Evening News

Is 44,000.

All orders for advertising may be conditioned accordingly ; and further :

That the circulation of the NEWS is equal to the combined circulations of all the other English daily papers printed in Buffalo.

That no other individual daily paper in Buffalo can show satisfactory proof (by extending similar means and opportunities for investigation such as the NEWS is willing and ready at all times to give to any one interested) of a circulation equal to one-third of that of the NEWS. (Affidavits not considered satisfactory proof.)

Our press facilities for getting out the NEWS are three times greater than those employed by any other Buffalo daily paper, and are worked every day to their utmost capacity.

Advertisers and agents paying for space in any one other Buffalo daily paper, under the impression that they are getting a circulation approaching that of the NEWS, or within 25,000 of it, are neither doing themselves nor their principals justice by letting the above assertions go uninvestigated.

Meanwhile, efforts on the part of any one to favorably compare the circulation of other Buffalo papers with that of the NEWS are entitled to neither respect nor consideration.

If there be any "smart aleck" spending his own or his employer's money, who thinks he knows a Buffalo paper with *one-half* (to be perfectly safe) of the bona fide circulation of the NEWS, and can coax the publishers into showing up same, in manner required, we will give him and "the boys" a \$1,000 dinner upon satisfactory proof above referred to.

To such advertisers as have confidence in us and our honest opinion, based upon long experience and observation, and also our thorough knowledge of the Buffalo field, we give below what we believe to be the respective circulations of the other Buffalo papers :

	Daily.		Daily.
Express, - -	8,000	Courier, - -	8,000
Commercial, -	12,000	Times, - - -	13,000

BUFFALO EVENING NEWS.

T. B. EIKER, MANAGER, 50 TRIBUNE BUILDING.